

April 9, 2009

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TOP STORY

USPS PREVIEWS SIMPSONS STAMPS PROMOTES ONLINE VOTING FOR FAVORITE CHARACTER

The Postal Service today is providing a sneak peek at *The Simpsons* stamps and is encouraging Americans to vote for their favorite *Simpsons* character when viewing the images. The stamp images may be viewed at www.usps.com/simpsons, where website visitors can cast their votes beginning today and pre-order the 44-cent First-Class Mail stamps.

The stamps will be issued nationwide on May 7. Voting takes place through May 14, with the winning character announced shortly thereafter.

Visitors to the site over 18 years of age have the option of registering for a sweepstakes to be one of 25 winners of a limited-edition *Simpsons* poster autographed by *Simpsons'* creator and executive producer Matt Groening. Postal employees and their immediate families (parents, children, siblings, spouse) or others living in the same household of such employees (whether related or not) are not eligible to enter.

The Postal Service is honoring the five-member family of pop-culture icons — Homer, Marge, Bart, Lisa and Maggie — as *The Simpsons* enters its 20th year as a regularly scheduled half-hour series, making it the longest-running comedy in the history of American prime-time television.

[Click here](#) for the USPS news release and further information about the history of *The Simpsons* television series and plans for the May 7 first-day-of-issue dedication ceremony at Fox Studios in Los Angeles, CA. To learn about the USPS Citizens' Stamp Advisory Committee stamp-selection process, [click here](#).

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Clockwise, from top left, Simpson family members Homer, Maggie, Marge, Lisa and Bart.

CUSTOMER FOCUS

WE'RE IT!

MISSOURI LETTER CARRIER AND SALES TEAM GET IT DONE

Maryland Heights, MO, Letter Carrier Brian Ostradovic knows a revenue opportunity when he sees it.

While making deliveries on his route to Tagg Logistics, a fulfillment company, Ostradovic noticed a large number of packages with competitors' labels on them. He submitted a Customer Connect lead and Hazelwood, MO, Postmaster James Maher followed up.

A USPS team approach developed. Maher, with St. Louis Business Development Team members Catherine Lacey and Meg Wilson, considered the company's business needs and suggested PC Postage, Priority Mail flat rate service and Commercial Base pricing.

LATEST VIDEOS

- [Field Updates with DPMG/COO Pat Donahoe \(4/7\)](#)
- [SOX Compliance \(4/2\)](#)
- [PMG Addresses Employees \(3/21\)](#)
- [VP Sam Pulcrano on Sustainability \(3/21\)](#)
- [Talkin' Retail series \(3/13\)](#)

Note: Some readers' access to video may be limited or denied.

Transportation needs and Priority Mail supplies also were discussed. Senior Small Business Specialist Lacey said, "The customer needed an easy system that could grow with them as they expanded. PC Postage offered that capability."

It was an unbeatable solution the company couldn't ignore. The Sales team's successful efforts will generate an estimated \$206,000 in revenue annually for the Postal Service.

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QUOTABLE QUOTES

"I think stamp collecting is a great play on history. That's why I like it."
— **Collier County Florida Stamp Club President Dick Bergmann**

TIP OF THE DAY

ACTIVE ADVICE. Starting an exercise routine isn't the hardest part — sticking with it is. After a few days or weeks of exercise, you may be tempted to start skipping days and, before you know it, you're not exercising regularly.

The key is to find the right exercise for you. If it is fun, you are more likely to stay motivated.

The Weight Control Information Network, a federal program, has a website with hundreds of motivational tips to keep exercisers on track. The staff of the USPS National Health Promotion Program encourages employees to [click here](#) to go to the website.

HEROES' CORNER

Snellville, GA, Rural Carrier Wendy Murray was on her route when she noticed a customer in her doorway, motioning for help. The woman, who was having difficulty breathing and speaking, asked Murray to call her grandson. After completing the call, Murphy stayed with the woman until the grandson arrived. Murray later learned that the woman had begun to have breathing problems after she was unable to connect her oxygen tubes. She had also accidentally unplugged her telephone.

MAILBAG

Sevim Morawski, Herkimer, NY: Here in Herkimer, we have a great pizza shop. The owner is a good customer of ours. Some of her old customers who moved to Colorado and Alaska have started ordering pizzas from her. She mails frozen

BUSINESS FOCUS

CLIMATE ACTION CHAMPION USPS WINS AWARD FOR CLIMATE CHANGE RESPONSE

The Postal Service, with more than 70 environmental awards to its credit, now has won the Climate Action Champion Award.

Presented by the California Climate Action Registry (CCAR), the award acknowledges the Postal Service's role in engaging and shaping public response to climate change and for substantially reducing greenhouse gas emissions.

Since 2003, USPS has reduced energy use at its facilities by 15 percent, and has pledged to achieve a 30-percent reduction by 2015. The Postal Service has increased its alternative fuel use by 41 percent since 2006, in part by using electric and hybrid vehicles, ethanol-capable delivery trucks, and bicycles to deliver the mail. The Postal Service will continue to implement green strategies to reduce petroleum use by 20 percent over the next five years.

The Postal Service is the only shipping or mailing company in the country to earn Cradle to Cradle certification for human and environmental health for its Express Mail and Priority Mail packages and envelopes. The certification means that USPS has prevented more than 15,000 metric tons of carbon-equivalent emissions.

"Across the organization, from supply management to facilities to delivery, the Postal Service is integrating sound environmental business practices into our day-to-day operations," said Sam Pulcrano, vice president, Sustainability. "We're honored to be recognized by the California Climate Action Registry."

CCAR is a private nonprofit organization committed to solving climate change through emissions reporting and reduction. Each year, it recognizes organizations and individuals that have demonstrated exemplary leadership and commitment to fight climate change and reduce greenhouse gas emissions.

"We're pleased to be recognized as the first federal agency to voluntarily measure its carbon footprint and have it independently validated," said Deborah Giannoni-Jackson, vice president, Employee Resource Management. "This information will help guide the Postal Service to better integrate sound environmental business practices into our day-to-day operations."

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EMPLOYEE FOCUS

TWO VPs ANNOUNCE RETIREMENTS PAJUNAS, AINSWORTH POST 70 YEARS OF COMBINED SERVICE

Tony Pajunas, who has served as vice president, Network Operations, since 2006, will retire from the Postal Service in May. Pajunas, throughout his 36-year career, has made an indelible contribution to the creation of the USPS logistics network — one of the world's largest and most efficient.

Responsible for the national network of 350 mail processing and distribution centers and the infrastructure that supports nationwide movement of the mail, Pajunas has set new standards for efficiency and played a critical role in transforming USPS networks to meet the needs of the future.

"In just about every assignment he has had, it's been Tony's job to keep the mail moving — and to find better, more efficient and more effective ways to do that," said PMG Jack Potter. "He made sure service moved in only one direction — higher."

Kathleen (Kathy) Ainsworth, who was named vice president, Retail Operations, in February, 2008, will retire in July after 34 years of service. In her position, Ainsworth kept a strong focus on customer access, revenue and profit growth, and cost management.

Prior to being appointed to this position, Ainsworth served as vice president, Delivery and Retail, responsible for retail, delivery and vehicle operations in more than 37,000 Post Offices, stations and branches.

She also served as manager, Northern Ohio District, where she was responsible for approximately 12,000 employees at 495 Post Offices, stations and branches covering ZIP codes 439 through 449, and mail processing and distribution plants in Cleveland, Akron, Canton, Mansfield and Youngstown. Over the course of her career, her performance has been acknowledged through several VP Awards and the PMG Award.

"Kathy's vision of pursuing revenue potential and efficiency opportunities created a solid framework," said PMG Jack Potter. "I thank her for her contributions to the Postal Service."



VP, Network Operations, Tony Pajunas



VP, Retail Operations, Kathy Ainsworth

pizzas, four to five at a time, by Express Mail. Recently, she shipped five pizzas to Alaska. The person who ordered them called to tell her that when he got the pizzas the next day, they were still frozen. We're enjoying the revenue here at the Herkimer Post Office — it's a win-win for everyone.

Have a question? A comment? Write to us at uspslink@usps.gov or just hit the "Reply" key. Be sure to include your topic in the subject line.

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BY THE NUMBERS

THE DIRECT APPROACH — IT WORKS. According to the Direct Marketing Association, companies last year spent nearly \$177 billion on direct marketing in the United States, accounting for more than half of all ad expenditures. The association estimates that direct marketing generates more than \$2 trillion in sales annually.

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POSTSCRIPTS

NEW PRICING INFORMATION. Take a look at the latest issue of *Postal Bulletin* to see the new pricing implementation kit, as well as information on the new domestic and international mailing standards to be implemented on May 11. *Postal Bulletin* also contains a 21-day (Saving) Energy Challenge field information kit, information on the latest revisions to the DMM and IMM, information on the PO Box Lobby recycling program, and plans for the issuance of an updated Stamps by Mail order form to support the rate increase. **Click on the image at right to find out more.**



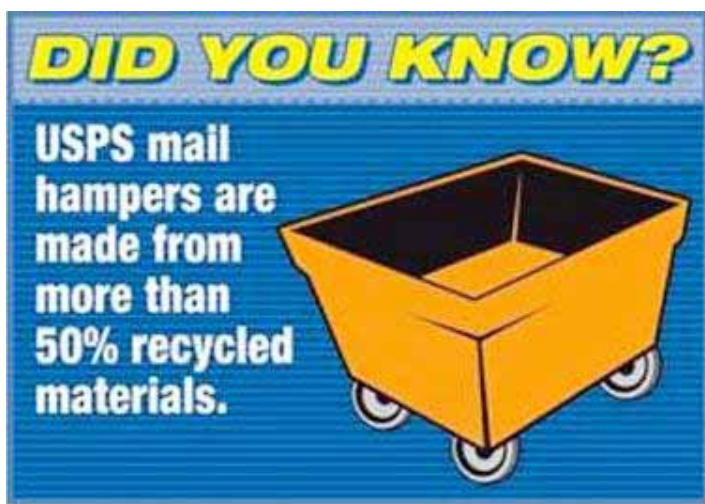
GOING GLOBAL IN FLORIDA. USPS recently participated in the Calle Ocho Festival, the single largest celebration of Latino culture in the United States. Under the banner of the *GoGlobal!* Initiative — the headquarters initiative designed to enhance district revenue generation opportunities — South Florida District employees promoted Express Mail, Priority Mail, Dinero Seguro and other products and services to attract new revenue. The Business Development Team generated a number of sales leads at the day-long event.



PCC Coordinator Zeida Alvarez, center, and Miami, FL, Customer Relations Coordinator Rose Cabrera, right, discuss Express Mail with a customer.

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DID YOU KNOW?



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